



renewable**choice**
E N E R G Y

Quayle Hodek President

9th National Green Power
Marketing Conference
Albany, NY
October 6, 2004



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Creative Marketing Strategies

- **What it means**
- **Why?!**
 - Awareness is #1 issue
 - Delight your clients
- **Challenge to broaden your communications and reach**



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Who We Are

- Renewable Choice Energy is America's leading *grassroots* marketer of clean energy
- Corporate HQ in Boulder, CO
- Residential and Business clients in 36 states
- We **Build Demand** for Renewable Energy



Why Are We Here?

Mission:

Renewable Choice is building a national community of clean energy consumers.

What we do:

Renewable Choice markets renewable energy to residential and commercial customers nationwide.



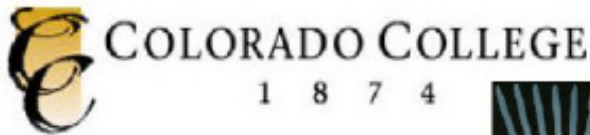
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Wind Clients



City of Boulder



Awareness in Market

- **Harvard Challenge** ➤ 2,000
- **Duke Challenge** ➤ 5,000
- **Sprint Earth Day** ➤ 14,000
- **Telluride Bluegrass Festival** ➤ 20,000
- **Whole Foods Earth Week** ➤ 100,000
- **Direct Sales Programs** ➤ 130,000
- **White Wave communications** ➤ 148 Million



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Value of One on One

- Quality of Interaction
- Depth of communication
- Connect to Values
- Listen
- Answer questions
- Share the excitement and passion
- Steps to a decision



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Harvard University

“Go Cold Turkey”





Check out our Earth Day event
@ 11:00am on April 21st!

• • •

The EPA will be presenting Sprint
with the Certificate for the EPA
Green Power Partnership



Now powered by
American Wind



**Sprint is using 100% wind power for our
6450 Sprint Parkway Building!!!**

**Our purchase of over 2.5 million kWh of
wind, prevents over 3.5 million pounds
of CO₂ pollution each year. This has the
same impact as.....**

planting 503
acres of trees



saving 1,559,255
gallons of water



not burning
1,998,619 lbs. of coal



not driving a car
4,609,683 miles



What can you do to help out?

Join us in making a difference!

Renewable Choice is offering a 20% discount to
Sprint Employees and their families.

Visit www.renewablechoice.com/sprint to see how
you can participate.



WELCOME TO PLANET BLUEGRASS



NEW BELGIUM



FAT TIRE
TANDEM

BREWED AND BOTTLED BY
NEW BELGIUM BREWING
FORT COLLINS, COLORADO USA





Planet Bluegrass Festivals

- All 3 summer festivals offset with 100% wind credits
- Silk product demos
- On-stage appearances with all wind powered sponsors
- 20,000 festivarrians

We're wind powered!

Whole Foods Market® has purchased enough clean, sustainable American wind to offset 100% of the electricity used in our Colorado stores, bakehouse and distribution center. That makes us the largest retailer in Colorado to be 100% wind powered. We believe that companies, like individuals, must assume their share of responsibility as tenants of Planet Earth.

BOULDER 2905 Pearl St. (303) 545-6611

CHERRY CREEK 2375 E. 1st Ave. (720) 941-4100

COLORADO SPRINGS 7635 N. Academy Blvd. (719) 531-9999

HIGHLANDS RANCH 9366 S. Colorado Blvd. (303) 470-6003

www.wholefoodsmarket.com

**WHOLE
FOODS.**
M A R K E T

Whole Foods Market Earth Week





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**Journal Poll:
Udall Has
Wide Lead
Over Tucker**

PAGE A1

ALBUQUERQUE JOURNAL

WEATHERLINE SERVICE * FROM BIG OLDIES 98.5 FM 98.5-5151

SANTA FE • ESPAÑOLA • LOS ALAMOS • LAS VEGAS • TAOS • RATON

MONDAY
September 6, 2004

North
EDITION

More Take Advanced Classes

The Number of Hispanics Enrolling Also Rises

PAGE D1

PUBLIC WORKPLACE

• JOB POSTINGS

PAGE

4

Whole Foods Is Using Wind Power

Store Lives Up To Environment Oath

By PATRICK MILLER
For the Journal

TC Gritt is well aware of her employer's position as the largest natural foods retailer in the world.

Whole Foods Markets promotes itself as a leader in what Gritt calls

sustainable business and agricultural practices. Gritt, an assistant team leader for Whole Foods in Santa Fe, is always looking for ways the store can live up to its environmental commitment. For example, she installed recycling bins in the store, and she uses the market's wilted produce to feed neighboring prairie dogs. Gritt has taken that commitment a step further by having the store invest in wind power.

In May, the store became one of the first in the chain's Southwest region to

offset 100 percent of its energy usage with wind power, Gritt said. The source of most of that energy is Renewable Choice Energy in Boulder, Colo.

A banner touting the store's use of wind power hangs on the wall in the Whole Foods' customer service area. But because of the way energy flows in and out of the country's power grid, there is no way to tell if the store's electricity is actually generated by wind turbines, said Mike Lovewell, Renewable Choice Energy finance

director.

He likens the nation's power grid to a pool of energy. Tributaries from coal-fired plants, nuclear power plants and an assortment of alternative sources flow into the pool, Lovewell said. Wind makes up about 2 percent of the flow.

Whole Foods' purchase of wind energy is verified by certificates that guarantee the store's energy is wind-generated, Lovewell said.

The certificates have serial numbers and are tracked by an industry-

sponsored agency. They have no cash value, and the store cannot resell them. The certificates represent not dollars and cents, but "the environmental attributes" of wind farms, he said.

"You're not just buying electrons, you're buying blue skies, greater domestic energy security and a reduction in greenhouse gas emissions," he said.

See WHOLE on PAGE 2

Whole Foods Using Wind Power

from PAGE 1

The store does pay for the certificates. Money generated by the certificates helps subsidize wind energy, which Lovewell said is generally more expensive than other types of power. Companies that tout their environmental credentials like wind power because it is generally considered cleaner and doesn't emit carbon dioxide, he said. The

certificates guarantee every kilowatt of mixed power used by the store is offset by an equal amount of wind power, Lovewell said.

"It's a way to offset the energy they use," he said by telephone from Boulder.

Most of the Southwest's energy comes from coal, which emits carbon dioxide when burned. Carbon dioxide is a greenhouse gas linked to depletion of the earth's protective ozone layer, he said.

Lovewell said offsetting the store's use of conventional energy with wind power is the equivalent of planting 450 acres of trees, which absorb carbon dioxide.

Santa Fe's Whole Foods gets its energy from Public Service Company of New Mexico, which has its own wind farm in the southeastern part of the state. The company also buys power from coal-fired generating stations.

Gritt said last year Whole

Foods signed on to PNM's wind farm program, called Sky Blue, to offset half the store's energy consumption with wind power. Whole Foods scaled back its PNM share of wind power to 10 percent and buys the remaining from Renewable Energy.

"One hundred percent of the energy that we use goes back into the grid as wind power," said Whole Foods assistant team leader Ted Donoghue.

Direct Sales

- Creates consultative sale and customer loyalty
- 130,000 families
- Rhode Island, Colorado, Washington DC, Maryland

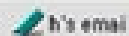
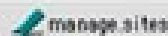


Silk Soy Products



- 136 million side panels
- 12 million lids
- 10 million + households
- Co-sponsoring events
- Tie-ins with other wind powered companies
- Press coverage
- Free Silk for new customers



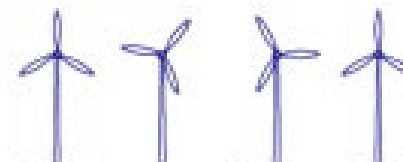
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Bring it out. Think it over. Pass it around. Show it off. Cook it up. Pour it on. Come on in. What are you waiting for?

Healthy body. Happy taste buds. It all starts here.



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Boulder's White Wave has gone with the wind

Soy-food maker first large firm to blow off coal, gas power

By Heather Draper
ROCKY MOUNTAIN NEWS

White Wave is once again trying to turn the tide.

The Boulder-based maker of soy-food products will become the first large company in the nation to replace all of the electricity used in its manufacturing operations with wind power.

"We're very proud to be a pioneer in this," said Steve Demos, White Wave founder and president. "We'd like every business to take a look at this, but we're demonstrating our commitment regardless of whether anyone else does it."

White Wave initiated its wind energy support program last month by purchasing 29 million kilowatt-hours of green tags, the industry term for wind power credits.

The purchase means the energy White Wave draws from the nation's power grid will be replaced by wind energy, Demos said.

Demands that for power to be produced from renewable sources will cost White Wave about \$300,000 more a year than energy from traditional sources. Those costs won't be

passed on to customers, Demos said.

White Wave has committed to that amount for three years, but Demos hopes to "continually increase the amount we spend proportionate to the energy we use."

The nation's power grid is fueled mostly by coal and natural gas. Less than 2 percent of electricity is generated from renewable sources such as wind or solar power, according to the Environmental Protection Agency.

"Conventional electricity generation is the nation's single-largest industrial source of air pollution," said Kurt Johnson, director of the EPA's Green Power Partnership. "White Wave is the largest U.S. company to purchase 100 percent new wind power for all of its operations, providing an outstanding example of environmental leadership."

According to the EPA, White Wave's purchase of wind power will save approximately 31 million pounds of carbon dioxide emissions each year — equivalent to taking 3,500 cars off the road.

This isn't the first time White Wave has committed to a socially responsible cause. The company's very founding in 1977 was socially responsible in that Demos committed to use only organic, nongenetically modified soybeans in his products.

Draper is a Rocky Mountain News reporter at 303-440-5494.

ENERGY

White Wave goes into the wind

White Wave, a Boulder-based maker of soy-food products, will become the first large company in the nation to replace all of the electricity used in its manufacturing operations with wind power. **DR**





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